LIFE AT McCURDYS

LIFE AT McCURDY'S

By and for the employees of McCurdy & Co. Main and Elm Street, Rochester 4, New York

VOL. IV APRIL 1951 NO. 6

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SALVAGE BOOSTS PROFITS

Salvage by employees in various departments of the Store is adding to the annual savings of McCurdy's.

Kenneth Thompson, Chief Engineer, has been salvaging metals from construction jobs around the Store. Old iron, copper and brass netted $80 last year.

William Deline, Delivery, packer of hard goods, saved six pounds of pins worth $1.25 a pound and 21 pounds of paper clips worth 80 cents a pound from tips on merchandise sent to Delivery.

Donald Courtheaux, Upholstery, reports that his department saves ends of fabrics, less than four inches long, but which netted $3.86.

Irene Rolands, Millinery Desk, and Mae Principe, Housewares, save tissue.

Re-use of corrugated boxes in which shipments are received also add to the general savings.

U of R Displays McCurdy Ads

A display of all the advertisements and displays used in McCurdy's Golden Jubilee Sale were featured in an exhibit sponsored by the Economics and Business Club of the University of Rochester. The showing was at the Palestra on the River Campus, April 27th and 28th.

John Mack's Art in Exhibit

Paintings by John Mack, McCurdy's Art Director, are included in the annual exhibit of art by the faculty of the Rochester Institute of Technology now being shown. He conducts an evening class in commercial art at R. I. T.

McCurdyite in Army Pays Visit

Private *Corwin A. Skinner* of the U. S. Army visited his McCurdy friends on April 13th. He is now stationed at Fort Hood, Texas. Corwin was formerly in the Display Department, and is still remembered for his show stopping performance in the first Profit Sharing Dinner entertainment when he sang a solo, "How Are Things in Glocomorra?"

Guenthers Say, "Thank You"

Ella Guenther, Daytime Dresses,, and Sarah Guenther, Downstairs Shoe Desk, wish to thank their many friends who sent expressions of sympathy at the death of their mother.

"Some of the People"

1. Donald Brown, Divisional Merchandise Manager
2. Betty Williams, Personnel
3. Grace Maxson, Fabrics

Executives Present Cake to Mr. McCurdy

Mr. Gilbert J. C. McCurdy found a huge Fiftieth Anniversary birthday cake on his desk Tuesday morning, April 10th, the opening day of McCurdy's Golden Jubilee Sale.

The cake, shown here with Mr. McCurdy, was presented by the Executive Club. It was served later in the Employees' Cafeteria.

Accompanying the birthday cake was the following anniversary message prepared by Jerold Foland for the Executive Club.

Fifty years have come and gone
Since that fateful year of nineteen one
When a man of vision, courageous and strong
Opened his doors to a skeptical throng.
They came to scoff, but remained to buy,
For the prices were fair and the quality high.
And the principles stated long ago
Have enabled our store to flourish and grow.
A half century old, this mighty store
Looks ahead to countless more,
And we say it again, though before it's been said,
Good health and good fortune in the years ahead.

Y.W.C.A. Holds Open House Full Week

McCurdyites can see the building to which they contributed generously when the Y. W. C. A. holds a formal opening of its new building from April 30th to May 6th. There will be special events, "open house," and guided tours of the building from 12 until 9 all week.

McCurdy employees gave their contribution during a campaign for Y. M. C. A. and Y. W. C. A. building funds in 1947. Mr. Gilbert J. C. McCurdy was chairman of the corporation division of the special gift committee of that drive.

The Store has an added interest in the opening because Miss Jean McCurdy has been vice-chairman of the Building Committee and an advisor in the interior decorating of the new building. In addition, Mrs. Jerold Foland (whose husband's a Merchandise Manager) is a member of the Y. W.'s public relations committee.

212 Normandy Ave.
Rochester 11, N. Y.

Personnel Manager
McCurdy's of Rochester

For some little time I have meant to write you expressing a feeling of complete satisfaction and complimenting you upon your "Public Relations" as evidenced by the clerks in your store; not only in "over the counter" transactions but even telephone contacts.

I have felt this over a period of years. The clerks really seem happy in their work in all departments. I have had most frequent and recent dealings particularly with the girls at Ladies' Knit Lingerie on Main Floor. They surely are a congenial happy group, which spirit extends "over the counter" in courtesy, patience, interest etc.

I do feel this storewide feeling is due in no small part to the humane, high type of character of Mr. Gilbert McCurdy, your owner.

Yours Very Truly
(Miss) Katherine Sullivan

* * *

Dear Mr. McCurdy:

I wish to tell you how much I enjoy your chime music, and I am certain untold numbers of older people living in the residential hotels feel the same way.

I am so pleased to hear the gay old tunes played this week and hope to hear many more. "Tarata Boom De ay" and "Darling, I Am Growing Older" and "The End of a Perfect Day." Compliments to your musicians. "I'll be listening."

Bennett Cerf, publisher (Random House), columnist in the Saturday Review of Literature and This Week, and collector of jokes and anecdotes, took time from a busy schedule to autograph copies of his humorous collections in McCurdy's Book Dept. on Saturday, March 31. His latest collection is titled "Laughter, Inc." In the picture with him here are, left to right: Helen Higbie, Buyer, Hilda Douglas, Leta Gerhard, and Madeline Quickmire, all in the Book Dept.

ACCOUNTING GIRLS DINE

by Ed Blake

Helen Fitzgerald, Billing Dept., entertained some of the girls from the Accounting Office at her home in East Rochester, January 29th.

Seated in the picture taken that night, left to right, are: Alice Monks, Jane Harvey, Josephine Porretta, Helen Fitzgerald, Gertrude Prentice, and Viola Magin. Standing, left to right, Jennie Willis, Kathryn Boyden, and Betty Van Schreader.

STORE TALENT PERFORMS AT DINNER

On the front cover are Bill Peters, Linen Buyer, and Sally Flaherty Salois, Buyer of Downstairs Corsets, as they appeared for the entertainment at this year's Profit Sharing Dinner.

Responsible for the entertainment at the five previous annual dinners, Bill and Sally once more wrote and directed the program this year.

The picture was taken on the set. Bill is wearing the uniform used in the "Zing Zing Girls" skit and Sally is holding the bouquet of roses given her by members of the cast.

More facts and pictures will be found on Pages 7, 8, and 9 of this issue.

The entertainment was again in the capable hands of Sally Flaherty Salois and Bill Peters. Forty McCurdyites took part.

Considerable work was done behind the scenes by these willing helpers: Ken Thompson, Engineer, Ellen Robinson, Alterations Director; Phil Alexander, Carpenter Shop Director; Charles Ellis, Display Manager; Ruby Lewis, Notions Buyer; Arthur (Curley) Battams, Carpenter Shop; Effie Hunt, Bridal Studio Buyer; Bernice Dengler, Cosmetics; and Margaret Sabel, Downstairs Store Secretary.

Claire Gangarosa, Will Call Desk; Joan Rand, Cameras; Louis Reznecoff, Downstairs Shoes; Melville Northrup, Cameras and Luggage Buyer; and Bill Peters, Linen Buyer, were the soloists.

Every floor of the Store was represented in the large cast, which included: Barbara Babcock, Advertising; Jean Bohanan, Junior Dresses; Joan Carpenter, Hosiery; Theresa Cangiano, Hosiery; Jane Cook, Audit Office; Barbara Dunbar, Handkerchiefs; June Ludwig, Desk; Mary Lou Hall, Receiving Room; Hilda Hasbrouck, Hosiery; Alice Keeler, Cosmetics; Peggy McDonald, Audit Office; Anne Pennica, Cosmetics; Marilyn Meranda, Tearoom; Sally Miller, Hat Bar; Elsie Rauber, Knit Lingerie; Muriel Reilly, Cosmetics; Ethel Schue, Hosiery, Basement; Jane Shafer, Gifts; Lorraine Spera, Buyers' Office; Marion Waite, Buyers' Office; Beverly Trimmer, Budget Dresses; May Withers, Receiving Room; Jack Carey, Furniture; Carl Hoffman, Hosiery; Walt Kraemer, Rugs, Downstairs; Ed Marks, Tearoom; John Meranda, Luggage; Jack Morse, Domestics, Downstairs; Carl Sackett, Shoes; Lew Stark, Credit Office, and Michael Terragrossa, China and Glassware.

616 McCURDYITES SHARE PROFITS

Madeline Sunderlin Keady (Hosiery) and Joe DeMariano (Receiving Room), shown above, are the new members of the Advisory Committee of the McCurdy Profit Sharing Fund. They replace William Deline (Delivery) and Margaret McNulty (Sportswear), whose one-year terms expired. Continuing as permanent members of the committee are George I. Dawson (Vice-President, Secretary and Controller), Elwood Spalding (Employee Counselor) and Kathleen McGovern (Credit Office).

Six hundred and sixteen McCurdy employees participated in the 1950 Profit Sharing Fund, the sixth since the fund was inaugurated. They shared a total of $158,642.59—an average of 4.9 weeks' pay. This brings to a total of $897,436.52 turned over to the Fund over the six-year period, or a total of 35.7 weeks' pay per participant. In addition, $37,000 in forfeitures and income was credited to the accounts of sharers in the Fund for 1950, representing an interest of 6.7%.

These figures were announced by Mr. Gilbert McCurdy at the annual Profit Sharing dinner at the Chamber of Commerce April 3rd.

Twenty-four McCurdy employees who had reached the age of 60 or more retired in 1950, received 100% of their share of the Profit Sharing Fund.

Some of the Entertainers

at Profit Sharing Dinner

1. These six charmers made up the Dance Group: Theresa Cangiano, Lorraine Spera, Barbara Dunbar, Marylin Meranda, Joan Tenny, and Alice Keeler.

2. "Zing Zing Girls" with Bill Peters: Back row, Ethel Schue, Peggy McDonald, Mary Lou Hall, May Withers. Front row, Hilda Hasbrouck, Anne Pennica, Elsie Rauber, Jean Bohanan.

3. Lew Stark, Master of Ceremonies, and Joan Rand, soloist.

4. Marion Waite and Mel Northrup, soloist.

5. Kenneth Thompson, Ellen Robinson, and Phil Alexander, behind-scenes helpers.

6. Edwin Marks, Jack Morse, and John Meranda, leaders of the minstrel chorus.

McCurdy's Girls' Bowling League officially closed the season Wednesday night, April 11, with the annual banquet at the Moose Club.

Prize money was distributed and officers for the 1951-52 season were elected. New officers are as follows: President, Lucille Brown; vice-president, Jackie Tubiola; secretary, Lorraine Spera; treasurer, Frances Guenther; sergeant-at-arms, Sue Colayorie.

Officers and team captains appearing in the picture are, front row, left to right: Frances Guenther, Lorraine Spera, Anne Tantalo (retiring president). Standing, Evelyn Roberts, Lillian Brown, Jackie Tubiola, Dorothy Krysinski, Thelma Farrell, Lucille Brown, and Carolina Rycraft.

Men Bowlers Wind up Fourth Season

by Kaleel Hadeed

McCurdy's Men's Bowling League ended its fourth successful season with a banquet at Valley Echo on April 4, 1951.

Officers elected for the coming year were: Vic Lang, president; Tony Bonaldi, secretary; Joe De Mariano, treasurer.

It was one of the most unusual endings for team standings, with two teams tied for first and three teams tied for the runner-up spot.

The final standings were as follows:

TEAM	GAMES WON	GAMES LOST
Rugs	46	38
Receiving	46	38
Administrative	43	41
Display	43	41
Office	43	41
Service	42	42
Food	39	45
Floormen	34	50

An even greater season is being looked forward to when the League goes back into action next September.

Clinics in Decorating at McCurdy's

by Marguerite Booth

Two decorating clinics were held at McCurdy's during the week of April 2nd for women from Livingston County. The picture above shows Martha Hagan, Interior Decorator, discussing materials with one of the groups.

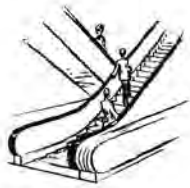
On Wednesday morning, Babette Altman, Interior Decorator, spoke on the fundamental principles of decoration. The group was taken to the Drapery Department, where color and fabric coordination was demonstrated.

Talks were also given by Clinton Wolcott, Buyer of Carpets, Thomas Osborn, Buyer of Furniture, and Roy Clifford, Buyer of Housewares. Finally the group was divided into small units and Store personnel described in detail merchandise about which there had been questions—the construction of mattresses, arrangement of modern furniture, and the like.

The guests registered in the Home Planning Center and were given samples of perfume furnished by the Cosmetic Department. Luncheon was served in the Tea Room.

The same program was repeated on Friday, under the leadership of Martha Hagan, Interior Decorator.

Fifty-two women from sixteen towns attended the clinics. At their request, an evening program for men and women was planned for later in the Spring.



BEAUTY STUDIO DOINGS

by Thomas Lo Dato

Mr. and Mrs. Frank Bisinette went to Malone the week-end of April 5th for the wedding of their niece.

Frank Bisinette and *Hart Lensero* were in New York the week of April 9th for a brush-up course at one of the foremost hair styling schools.

Cora Lodico and *Antonetti Dinato* have been on the sick list.

Mr. and Mrs. Clarence Cousins have returned from a six-weeks vacation in Florida.

CREDIT OFFICE NEWS

by John T. Hopkins

We welcome the following newcomers to the Credit Office: *Theresa Luciano, Judy Whalen* and *Carolyn Piscitello.* Combining the rare attributes of efficiency and pulchritude, they promise to make the wheels turn faster in the office.

Shirley Chiverton left on April 14th. We will miss her ready smile.

Lucille Brown says that the Giants have the pennant tied up and that the Series is a foregone conclusion. Lucille is willing to back up her opinion, too.

Leland Somers left the Credit Office in the capable hands of *Lewis Stark* and attended the NRDGA Credit Section meeting in Louisville, Kentucky, for four days.

MAIN STREETER

by Bobbie Puckridge

Louise Day, Fountain Pens, has returned from a vacation in Washington, D. C. She was fortunate enough to attend several functions at which President Auriol of France and his wife were guests of honor.

DOWNSTAIRS STORE

by Margaret Sabel

We are sorry to see *Betty Simonis Masset* leave. We wish her well in her duties as housewife.

We welcome back *Mrs. Ethel Towner Bernhard.* Mrs. Bernhard is now taking over the buying duties of Children's and Infants and Accessories Depts. She is very happy to see many of her friends again.

ACCOUNTING OFFICE DATA

by Ed Blake

For the formula to a nice brown sun tan ask *Ann Agnello,* Tabulating Dept., who flew by plane to Miami the last of February and enjoyed a two-week vacation in warm, sunny Florida. Ann toured Miami and enjoyed it all, including (pardon the expression) the horse races at Hialeah.

Barbara Herr, Audit Dept., has returned to duty after a lengthy eight-weeks recovery from an operation. Barbara's chief comment was "It sure was more than I bargained for."

We also welcome back to the Audit Office *Dorothy Fisher,* after a few weeks of illness.

The following were somehow left out of the April Birthday list: Rose DeCarne, Tabulating, April 2; Helen Urckfitz, Auditing, April 9, and Dorothy Fisher, Auditing, April 14.

MORE FIFTH NOTES

by Alice Eisenhauer

Here's to a speedy recovery to *Della Fatman* of the Paint Dept. She was recently rushed to St. Mary's Hospital for an operation.

We welcome *Don Lutz* to Housewares. Don isn't new to McCurdy's. He was formerly in Small Appliances, Main Floor.

A WORD FROM THIRD

by Ruth McGeary

Irene Curtis wishes to thank her many friends in the Store for their kindness during recent bereavement.

We are very happy to see *Miss Mae Christie,* Lingerie and Negligee Buyer, back on the job again after being ill for quite some time.

Also *Frances Gross* of Lingerie and *Helen Davis* of the Corset Dept.

Sorry to see *Ann Lark* of Infants' Wear leave.

Fay Spry expects to move into her new home very soon.

SECOND STORIES

by Angie Madalena

All the best wishes that she will soon enjoy good health again are extended to *Mrs. Mildred Schwartz Hutchins*, who has left the Bridal Dept. Mrs. Hutchins came to work at McCurdy's in June of 1941. She worked in the China and Glassware Dept. until 1944 when she was transferred to Bridal. She will be missed.

Welcome to *Frances Lapides,* who will be taking *Marion Waite's* place in the Buyers' Office.

Our best wishes for good health go to *Mrs. Christine Eidman,* Alterations Clerical, who has left due to ill health.

Lorraine Spera, Buyers' Secretary, was married Saturday morning, April 21, at St. Margaret-Mary's Church, to Richard Metzger. A reception at Valley Echo followed the ceremony. Mr and Mrs. Metzger motored to Washington on their wedding trip.

A theater party was given for *Beverly Trimmer* of Budget Dresses by the Department on March 27th. At the same time she was presented a Mixmaster. Beverly was married April 14th at Blessed Sacrament to Ray Piccini. A reception followed, at Valley Echo.

Trot-About Rider Shows Frisky Horse She's Boss

by Vera MacDonald

June Ludwig, who has been riding with the Trot-About Club has come to McCurdy's to work. She is busy all day at the Budget Dress Desk on the Second Floor.

June has a lot of what it takes to ride in the winter with horses full of zoom and the frost nipping one's fingers and toes.

One Monday in March, mounted on Missey, June went cantering in the big ring at Griffith Farms. Everything looked rosy for the first half hour, but the big white mare suddenly grew tired of being a model mount, or maybe it was a sniff of spring. She raised her head and shook her mane and dumped June into a snow bank. In two seconds June was back in the saddle, and that was the end of Missey's fancy little act.

MAY

Jacqueline Tubiola, Tearoom 1
Henrietta Miller, Personal Shopper 2
Margaret Cayford, Advertising 3
Phyllis Greenslete, Junior Sportswear 3
Sarah Guenther, Desk 3
Angelo Randazzo, Night Porter 3
Milton Lamb, Domestics 3
Mary Gleason, Linens 4
Irene McGeary, Domestics 4
George McClellan, Elevators 5
Alice Reed, Alterations 5
Mary Daniels, Advertising 6
Grace Moir, Hosiery 8
Ida Wagner, Downstairs Dresses 9
Mildred Johnson, Linens 10
Frances Davis, Buyer of Stationery 11
R. Dudley Coye, Buyer of Domestics 12
Ruth Kanaley, Men's Furnishings 12
Helen Nudd, Cosmestics 12
Mary Nunes, Delivery 12
Bethyn Dye, Sportswear 13
William Peters, Buyer of Linens 13
Martha Gavin, Drapery Workroom 14
Betty Lou Schnell, Sportswear 14
Henry Williams, Delivery 15
Michael Fonte, Rugs 16
Kathryn Ecker, Millinery 17
Elizabeth Nimmo, Yard Goods 17
Emily Hoffman, Everyday Dresses 18
Herbert Metzendorf, Buyer of Downstairs Dresses 18
Myron Zeitler, Shoes 18
George Miller, Maintenance 19
Iva Clark, Budget Coats 20
Nettie Hart, Alterations 20
Charles Ellis, Display Manager 21
Ralph Russo, Wallpaper 21
Eileen Harris, Budget Dresses 12
Louis Holowach, Assistant Superintendent 22
Charles Perry, Receiving Room 25
Helen S. Ely, Display 25
Ignazio Barile, Night Porter 26
Anna Hartman, Millinery Workroom 27
Mary Principe, House Furnishings 29
Kathryn White, Receiving Room 29
Dorothy Dion, Toys 30
Ruth McGeary, Teen Shop 30
Ester Noyes, Alterations 30
Arlene Smith, Merchandise Division 30
Betty Williams, Personnel Office 30
Alice Scott, Draperies 31

SOME of the PEOPLE...
1
2
3
F. LINNOS

SHOW HOW
MUCH YOU
CARE